



WDAF-TV

ORDER

Print Date 10/24/12 Page 1 of 4

Flight Dates 10/30/12-11/05/12

Contract / Revision 584320 /

Original Date / Revision
10/17/12 10/24/12

Advertiser Jenkins/R/KS/US House

Agency SRCP Media

Buying Contact

201 North Union Street
Suite 200
Alexandria, VA 22314Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
JENKINS 4 CONGRESS

Agency Com 15%

Billing Contact

201 North Union Street
Suite 200
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 306

Alt Order # 09842384

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Ca

Priority DEFAULT

Advertiser Ref

Order Share 25% Market Value 150700

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	45210
KCWE	%	0
KMBC	31%	46717
KMCI	%	0
KPXE	%	0
KSHB	14%	21098
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	57	\$32,023.75	\$37,675.00	0.00
Totals	57	\$32,023.75	\$37,675.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	57	\$32,023.75	\$37,675.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	4	10/30/12	11/02/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-TWTF--	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
Fox 4 @ 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4		\$300.00		0.00			
E 2	4	10/30/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-TWTF--	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
Fox 4 News @ 5:30a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4		\$300.00		0.00			
E 3	4	10/30/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-TWTF--	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
Fox 4 @ 6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4		\$600.00		0.00			



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Contract / Revision 584320 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/17/12/ 10/24/12

Order Sep 00:15:00

Advertiser Jenkins/R/KS/US House Product JENKINS 4 CONGRESS

Estimate # 306

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 25	4	11/05/12	11/05/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
FOX 4 NEWS @ 10:30																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----					1	\$600.00		0.00				
N 26	4	11/05/12	11/05/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	M-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----					1	\$250.00		0.00				
														Totals	57	\$37,675.00